

Philip Morris Direct Marketing  
**Coupon Basic Data Sheet**  
 and  
**UPC Code Order Form**

Use this form to provide the basic information about a program which will include coupons as well-as-to request UPC Code assignment and art. Send this form to the PM Direct Marketing Assistant., 120 Park Avenue - 14th Floor, New York, New York 10017. Telephone (212) 878-2326 with questions.

Today's Date: 9/2/92 UPC Size %: 85%

Prepared By: S. Town Ext: 2318  
 Send UPC To:

Name: Christine Dieckmann Address: 405 Lexington Avenue

Company Name: Backer Spielvogel Bates City/State/Zip: New York, NY 10174

**Brand/Program Information:** This Information is REQUIRED before a UPC will be issued.

Brand: Parliament Brand Share: \_\_\_\_\_ Brand Status: ☐ New ☐ Test ☒ Established

Program Number: \_\_\_\_\_ POS # \_\_\_\_\_ ☐ Line Extension - Nat'l  
☐ Line Extension - Test

Program Description: 4th Quarter FSI -- \$2.25 off carton or Free Pack Cops  
 (Please Be Specific) (one coupon)

Audience Reached: ☐ Offensive ☐ Defensive ☒ Both  
 Timing: ☐ Yearly ☒ Quarterly ☐ Holiday ☐ Other  
☒ Winter ☐ Spring ☐ Summer ☐ Fall  
 Capture Names?: ☐ Yes ☒ No

**Coupon Distribution Information:** This Information is REQUIRED before a UPC will be issued.

Distribution Date: 11/22/92 Expiration Date: 1/22/93 Estimated Redemption Rate: 2.4 %

Total Circulation: 11,740,000 Max. Redemp. Cost/Coupon: \$ \_\_\_\_\_

**Areas of Distribution**

Will Coupons Be Distributed:

- ☐ Nationally  
☒ Regionally  
☐ On a Test Basis

Will the Distribution Include:

- ☐ Military  
☒ Non-Military

Distribution break by PM Region:

PM Region	# of Coupons Released (000)
<u>12</u>	<u>11,740,000</u>
2	_____
3	_____
4	_____
5	_____
Total	_____

**Method of Distribution** (check only one per UPC):

- |  |   |
|--|---|
| <input type="checkbox"/> Magazine On Page              | <input type="checkbox"/> FSI Inserts - Co-op    |
| <input type="checkbox"/> Magazine Tip-In               | <input type="checkbox"/> Hand Distribution      |
| <input type="checkbox"/> Magazine Special Unit         | <input type="checkbox"/> Retailer Coupon        |
| <input type="checkbox"/> Control Circ. Magazine        | <input type="checkbox"/> Direct Mail - Solo     |
| <input type="checkbox"/> ROP/Newsp. Single             | <input type="checkbox"/> Direct Mail - Co-op    |
| <input type="checkbox"/> ROP/Newsp. Co-op              | <input type="checkbox"/> In-Pack-Own Product    |
| <input type="checkbox"/> Sunday Supp.-Single           | <input type="checkbox"/> On-Pack-Own Product    |
| <input type="checkbox"/> Sunday Supp.-Co-op            | <input type="checkbox"/> Immediately Redeemable |
| <input checked="" type="checkbox"/> FSI Inserts - Solo | <input type="checkbox"/> All Other: _____       |

Please Explain

**Over, Please - More Required Information on Back**

2045573949

**Offer Information:** This Information is REQUIRED before a UPC will be issued.

Face Value: \$ B1G1F or  
\$2.25 off carton

Terms of Offer:  
(Describe Completely)

Coupon can be redeemed  
as \$2.25 off a carton or  
a free pack when  
you buy one

Discount Offered: \_\_\_\_\_ %  
(% of Face Value/Purchase Price)

Avg. Applied

Purchase Price: ☒ Full Margin Pack Average \$ \_\_\_\_\_  
☐ Price/Value Pack Average \$ \_\_\_\_\_  
☒ Full Margin Carton Average \$ \_\_\_\_\_  
☐ Price/Value Carton Average \$ \_\_\_\_\_  
☐ Other \$ \_\_\_\_\_  
(Please Specify)

or Check One Below

☒ B1G1F ☐ \$1.00 Off Carton  
☐ B2G1F ☐ \$1.50 Off Carton  
☐ B3G1F ☐ \$2.00 Off Carton  
☐ B2G 50c Off ☐ 2.50 Off Carton  
☐ B3G 50c Off ☐ \$3.00 Off Carton  
☐ Free Pack ☐ Checker Intervention  
☒ Other - Provide  
Details Above  
\$2.25 off carton

For Direct Marketing Use Only

UPC CODE ASSIGNED: \_\_\_\_\_

Date Assigned: \_\_\_\_/\_\_\_\_/\_\_\_\_

Assigned By: \_\_\_\_\_

AFTER UPC CODE ASSIGNMENT DISTRIBUTE COPIES OF FORM AS FOLLOWS:

One Copy to Preparer  
One Copy to PM Direct Marketing  
One Copy to PM Finance  
One Copy to Media  
One Copy to Promotional Services Center